

Directions: Please complete shaded areas below.

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| Department Name: Communications Department Project Name: Advertising Tracking Database Project Amount: \$60,000 Prepares Name & Contact Information: Asheley Hepburn, 305-375-4572 | | |
| Project Type: Please check (✓) one. | | |
| <input checked="" type="checkbox"/> Enterprise | <input type="checkbox"/> Communities of Interest | <input type="checkbox"/> Department Specific |
| Funding Source: Please check (✓) one. | | |
| <input checked="" type="checkbox"/> GF Capital | <input type="checkbox"/> Proprietary Capital | |
| <input type="checkbox"/> Mandated Requirement (If checked (✓), please indicate who is mandating this request as well as the time frame) | | |
| <input checked="" type="checkbox"/> 2B Department Priority of Initiative (1, 2, 3, etc.) | | |

Section A

Background:

Our Advertising Placement section annually processes 1,000 insertion orders for user departments, valued at approximately \$4.2 million. These request are split among the Community Periodical Program, AM Radio Program, and various other periodicals such as the Miami Herald, Miami Times and Dario Las Americas. In order to maintain our current level of service provided to these user departments we must enhance our current advertising placement process.

We currently utilize an access database to input advertisements requested by County Departments. This system is not web based, thus it does not allow for our clients to uniformly provide us with copy. Our current process is cumbersome, particularly when placing multiple ads in multiple publications. The current access database does not allow for integration with the County's Financial Accounting Management Information System (FAMIS).

Problem Statement:

The current advertisement system/process is not efficient. It does not allow for integration with other applications such as FAMIS, which results in duplicate manual input of vendor data to process a payment; it does not allow for clients to uniformly provide us with copy via the Web, which requires staff to retype the request in an insertion order that is sent to a newspaper or radio station; and it is inefficient when placing multiple ads in multiple publications because an insertion order must be manually retyped for each publication it is sent to. All of these barriers to efficiency cause more man-hours to be utilized than are required to complete this process and increases the cost of providing these services.

Solution:

Provide funding to develop or purchase an integrated and web enabled system that will enable staff to perform all of the tasked outlined above which we are unable tot perform currently. This would include making the system web enabled so that user departments can place insertion orders online without advertising placement staff retyping the same data; improving the efficiency of the current system so that one insertion order could be

processed for multiple media outlets; and making the system integrated so that vendor information does not have to be manually retyped into FAMIS.

Expected Benefits / Direct Payback:

Fulfilling this request could potentially reduce man-hours by 8% or produce savings of \$11,200. The one time investment of \$60,000 would have an estimated pay back period of five years. It would improve the department's capabilities to serve its customers, user departments; and it would assist us in more efficiently meeting our business plan goals.